MARKETING STRATEGY OVERVIEW

OUR ROADMAP TO MARKET GROWTH

CONTENT:

- OBJECTIVE: EXPAND BRAND REACH AND INCREASE CONVERSION RATES.
- TARGET AUDIENCE: MILLENNIALS (25–40), URBAN, TECH-SAVVY, VALUE-DRIVEN.
- KEY CHANNELS: INSTAGRAM, EMAIL MARKETING, GOOGLE ADS, SEO.
- TONE OF VOICE: FRIENDLY, AUTHENTIC, AND HELPFUL.

UNDERSTANDING OUR AUDIENCE

Key Pain Points:

- Lack of product personalization
- High delivery fees
- Limited customer service support

Consumer Behavior:

- Mobile-first buyers (70% use smartphones to browse)
- Video and influencer content drives purchasing decisions
- Heavy reliance on peer reviews

Competitive Analysis Highlights:

Brand	Strengths	Weaknesses
A	Fast delivery, trendy branding	High prices
B	Affordable, wide range	Poor app experience

- **OBJECTIVE:** BOOST FALL SALES BY 25%
- **TIMELINE:** OCT 1 – NOV 15
- **CHANNELS:** INSTAGRAM REELS, TIKTOK, EMAIL BLASTS
- **BUDGET:** $10,000
- PAID ADS: $5,000
- INFLUENCERS: $3,000
- CONTENT CREATION: $2,000

CAMPAIGN PLAN

TITLE: *MARKETING CAMPAIGN – "FALL INTO STYLE"*

- TARGET KPIS:
- +30% Website Traffic
- 5% Conversion Rate

•TARGET KPIS:
•+30% Website Traffic
•5% Conversion Rate
•3:1 ROI

KEY METRICS & KPIS

TITLE:

MEASURING OUR SUCCESS

NEXT STEPS & ROLES
TITLE: *EXECUTION PLAN*

- **Content Team:** Create visuals and videos
- **Marketing Team:** Schedule posts, set up ad campaigns
- **Analytics Lead:** Track and report weekly performance
- **Review Dates:** Oct 15 (Mid-campaign), Nov 18 (Final review)

THANK YOU

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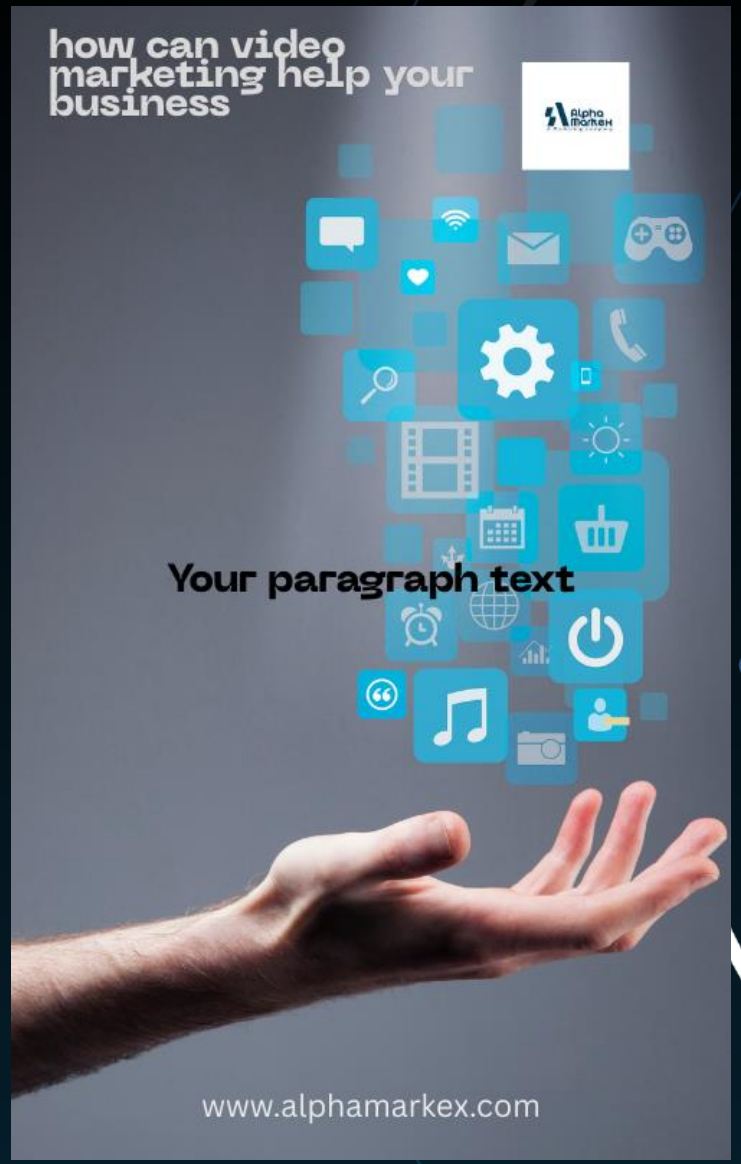
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